

# Medical Affairs Certificate Program Module D – Medical leadership

The "Medical Leadership" module is designed to explore the crucial role of Medical Affairs (MA) in the pharmaceutical and healthcare industry, with a focus on developing leadership skills necessary for driving impactful initiatives. Participants will gain insights into the strategic importance of MA and learn to navigate key leadership challenges within cross-functional environments.

## Medical Affairs Certificate Program Module D – Medical leadership

Datum  
**Dienstag, 19. Mai 2026**

Zeit  
**09.00 - 17.30**

Sprache  
**English**

Art der Veranstaltung  
**Seminar**

Ort  
**Trafo Baden Kultur und Kongresszentrum**  
Brown Boveri Pl. 1, 5400 Baden  
[Lageplan](#)

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Kosten pro Person (exkl. MwSt.)  
**CHF 980.-** (für shqa Mitglieder)  
**CHF 1'480.-** (für Nichtmitglieder)  
In diesen Kosten inbegriffen sind: Seminarpräsentation und Teilnahmebestätigung

### Zertifikatslehrgang


Dieses Seminar ist Teil des Medical Affairs Zertifikatslehrgangs.



### Gerne berate ich Sie persönlich!

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### Learning Goals

#### 1. Short introduction: The Role of Medical Affairs (MA) in the Industry:

- **Why is MA essential for the pharmaceutical industry?**  
Medical Affairs serves as the bridge between scientific knowledge, clinical practice, and business strategies. This module explores the foundational purpose of MA and its unique contribution to a company's success.
- **Rationale and Strengths of MA:**  
Learn how MA provides scientific leadership, fosters relationships with key opinion leaders (KOLs), supports regulatory affairs, and influences decision-making across the company.
- **Practical Leadership within MA:**  
Which projects and initiatives require MA to take the lead? Explore the breadth of responsibilities, including product development, clinical trials, disease awareness campaigns, and medical communications.
- **Responsibilities and "Peer Leadership":**  
Understand how Medical Affairs professionals lead by influence, not authority. Learn about peer leadership and the collaboration with diverse, cross-functional teams.

#### 2. What is Leadership?

Leadership is a dynamic and essential skill, even beyond the medical function. This section dives into key leadership principles and how they apply within the MA context.

- **Mindset for Effective Leadership:**  
How do MA leaders develop a mindset that balances scientific rigor with business strategy? Explore how mindset shapes leadership effectiveness.
- **Cross-functional Leadership:**  
Learn to lead teams and represent medical knowledge in cross-functional environments where you have no direct administrative authority. Understand how to influence and collaborate across departments such as Marketing, Regulatory Affairs, and Clinical Development.
- **Planning & Reporting (KPIs):**  
Gain practical insights into the planning process, setting KPIs, and ensuring alignment with overall business goals.
- **Influencing and Communication Skills:**  
Master the art of influence and effective communication, crucial for driving medical strategies and engaging internal and external stakeholders.

#### 3. Practical Approaches & Case Studies:

- **Project Examples:**  
Dive into case studies to understand how MA professionals take the lead. Case studies include:
- **Time Management & Resilience:**  
Medical Affairs professionals often juggle multiple priorities. Tap into techniques for effective time management and building resilience to navigate the complexities of the role.

### Who Should Attend?

This module is ideal for professionals in Medical Affairs, Medical Science Liaisons (MSLs), and anyone looking to enhance their leadership capabilities within the healthcare and pharmaceutical industry.

### Learning Format

- Interactive seminars and workshops
- Real-world case studies and examples
- Peer-to-peer discussion and leadership exercises
- A glimpse into time management, reporting, and planning

### Skills and competencies addressed

After completion of this module, the participants will have the following knowledge and understanding:

- Principles of lateral leadership
- Influence of one's own attitude on leadership
- Tools and guidelines for successful lateral leadership

And will be able to apply:

- Proactivity & constructive mindset
- Leading in a matrix organization
- Effective communication
- Conflict management & nonviolent communication
- Prioritizing & anticipating
- Resilience strategies

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**Dozentinnen & Dozenten**



**Dr. Mascia Ghielmetti**  
Director Medical Affairs  
EffRx Pharmaceuticals S.A.



**Dr. med. Matthias Langenfeld**  
Medical Lead Switzerland  
Ipsen Pharma Schweiz GmbH



**Marianne Hochstrasser**  
Coach, Trainer & Consultant  
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Steckbrief

